

Target : SMOKERS 18-44

Pop (000) : 35707  
Percent of base: 20.86

Based on TOTAL ADULTS2

Source : 86SIMPDP

SMKB

Media	Avg Issue Aud (000)	Coverage (%)	Composition (%)	Index	4C Bl CPM	4C Bl Cost	Scale factor
ANY DAILY NEWSPAPER	20473	57.3	19.0	91	0.00	0	100.00
BARRON'S	204	0.6	20.2	97	0.00	0	100.00
SCIENCE DIGEST	336	0.9	23.7	114	0.00	0	100.00
WALL ST. JOURNAL	745	2.1	18.5	89	0.00	0	100.00
+NATIONAL ENQUIRER	5690	15.9	29.0	139	5.84	33226	110.00
TV GUIDE	11155	31.2	27.7	133	6.16	68669	100.00
JET	2313	6.5	33.5	161	6.99	16166	100.00
U.S. NEWS	2036	5.7	20.0	96	8.62	17553	100.00
SOAP OPERA DIGEST	1107	3.1	32.1	154	8.69	9615	100.00
TRUE STORY	1400	3.9	34.1	164	8.88	12441	100.00
POPULAR HOT RODDING	868	2.4	46.0	220	9.42	8182	100.00
STAR MAGAZINE	2848	8.0	29.7	142	10.44	29721	100.00
+WOMAN'S WORLD	1309	3.7	23.6	113	10.62	13900	117.00
PEOPLE	6046	16.9	26.2	126	11.22	67835	100.00
+COSMOPOLITAN	2595	7.3	30.2	145	13.54	35132	90.00
+US	1557	4.4	29.0	139	13.60	21180	117.00
EBONY	2461	6.9	29.6	142	13.85	34091	100.00
PLAYBOY	3412	9.6	35.1	168	14.18	48395	100.00
FAMILY CIRCLE	3591	10.1	19.1	92	14.20	51010	100.00
CAR CRAFT	904	2.5	38.9	186	14.45	13057	100.00
GUNS & AMMO	1079	3.0	35.2	169	14.68	15840	100.00
OUTDOOR LIFE	2020	5.7	28.3	136	14.85	29997	100.00
+PENTHOUSE	1724	4.8	40.7	195	15.28	26345	86.00
LADIES' HOME JOURNAL	2687	7.5	19.4	93	15.47	41576	100.00
READER'S DIGEST	7051	19.7	18.7	90	15.58	109830	100.00
WOMAN'S DAY	3066	8.6	19.9	95	15.83	48525	100.00
CYCLE WORLD	800	2.2	43.1	207	15.96	12776	100.00
BETTER HOMES&GARDENS	3852	10.8	17.6	84	16.30	62777	100.00
CYCLE	844	2.4	44.6	214	16.81	14185	100.00
ESSENCE	1005	2.8	32.2	154	16.85	16942	100.00
+MCCALL'S	2729	7.6	18.7	90	17.05	46522	95.00
SPORTS ILLUSTRATED	4216	11.8	26.6	128	17.51	73829	100.00
REDBOOK	2040	5.7	21.6	103	17.87	36457	100.00
HOT ROD	1603	4.5	41.5	199	17.90	28704	100.00
NEWSWEEK	3946	11.1	22.6	108	18.46	72844	100.00
TIME	5630	15.8	24.2	116	18.58	104600	100.00
ROLLING STONE	1711	4.8	36.2	173	19.37	33137	100.00
+SHAPE	606	1.7	28.0	134	19.81	12000	126.00
+WORKING WOMAN	839	2.3	25.5	122	19.96	16748	120.00
GLAMOUR	2050	5.7	28.3	136	20.88	42793	100.00
LIFE	2772	7.8	25.8	123	21.03	58293	100.00
FIELD AND STREAM	2553	7.1	27.9	134	21.35	54487	100.00
HEALTH	732	2.0	20.6	99	22.14	16200	100.00
+OMNI	961	2.7	30.1	144	22.23	21353	110.00
SPORTS AFIELD	940	2.6	27.1	130	22.34	20988	100.00
1,001 HOME IDEAS	966	2.7	25.8	123	22.94	22165	100.00
HOUSE AND GARDEN	988	2.8	18.9	90	22.95	22667	100.00

+ Adjusted Audience

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Based on TOTAL ADULTS2

Source : 86SIMP0P

Media	Avg Issue Aud (000)	Coverage (%)	Composition (%)	Index	4C Bl CPM	4C Bl Cost	Scale factor
COUNTRY LIVING	927	2.6	19.4	93	23.39	21690	100.00
GOOD HOUSEKEEPING	3572	10.0	18.2	87	23.53	84025	100.00
SPORTING NEWS	668	1.9	25.2	121	23.69	15835	100.00
SPORT	1022	2.9	26.6	127	23.74	24272	100.00
VOGUE	1291	3.6	27.4	131	23.84	30787	100.00
MADEMOISELLE	1160	3.2	29.0	139	24.05	27913	100.00
HARPER'S BAZAAR	823	2.3	26.0	125	25.02	20596	100.00
WORKING MOTHER	426	1.2	27.2	130	25.66	10927	100.00
+AMERICAN HEALTH	743	2.1	25.8	124	25.74	19130	117.00
POPULAR MECHANICS	1329	3.7	24.3	116	27.23	36185	100.00
+USA WEEKEND	4667	13.1	19.4	93	28.46	132845	90.00
FAMILY HANDYMAN	833	2.3	21.2	102	28.52	23745	100.00
SELF	971	2.7	34.0	163	28.62	27787	100.00
GG-GENTLEMEN'S QTLY.	825	2.3	28.6	137	28.85	23805	100.00
BON APPETIT	657	1.8	17.1	82	29.02	19066	100.00
PARENTS MAGAZINE	1302	3.6	25.5	122	29.37	38235	100.00
MS.	423	1.2	30.3	145	29.54	12485	100.00
+PARADE	11064	31.0	20.0	96	29.65	328055	90.00
MOTHER EARTH NEWS	474	1.3	19.3	93	30.15	14290	100.00
SEVENTEEN	1058	3.0	27.9	134	30.35	32104	100.00
NEW WOMAN	471	1.3	22.6	109	31.30	14750	100.00
PSYCHOLOGY TODAY	744	2.1	27.2	131	32.66	24312	100.00
PREVENTION	955	2.7	14.5	70	32.68	31195	100.00
+SOUTHERN LIVING	1053	2.9	16.0	77	33.44	35214	90.00
NATIONAL GEOGRAPHIC	3657	10.2	16.1	77	33.64	123000	100.00
CAR & DRIVER	861	2.4	29.5	141	35.20	30318	100.00
ROAD & TRACK	808	2.3	29.3	141	35.51	28703	100.00
WEIGHT WATCHERS	551	1.5	21.4	102	35.77	19712	100.00
ESQUIRE	737	2.1	29.1	140	38.65	28479	100.00
SKIING	451	1.3	29.8	143	40.45	18236	100.00
HOME MECHANIX	682	1.9	22.5	108	40.72	27762	100.00
POPULAR PHOTOGRAPHY	597	1.7	27.1	130	42.99	25678	100.00
MOTOR TREND	770	2.2	28.5	137	43.42	33436	100.00
CREA. IDEAS FOR LIV	376	1.1	21.1	101	44.47	16740	100.00
POPULAR SCIENCE	764	2.1	18.4	88	45.75	34928	100.00
USA TODAY	957	2.7	20.0	96	46.75	44739	100.00
FOOD & WINE	321	0.9	20.5	98	46.96	15079	100.00
TENNIS	376	1.1	28.1	135	48.17	18104	100.00
HOUSE BEAUTIFUL	709	2.0	17.2	82	48.27	34230	100.00
SMITHSONIAN	888	2.5	16.5	79	48.73	43280	100.00
+CONSUMERS DIGEST	343	1.0	15.8	76	49.95	17127	76.00
ORGANIC GARDENING	325	0.9	12.4	59	51.57	16745	100.00
MONEY	1143	3.2	21.9	105	53.44	61077	100.00
STEREO REVIEW	388	1.1	27.9	134	54.69	21204	100.00
THE NEW YORKER	501	1.4	21.3	102	54.73	27416	100.00
AMERICAN PHOTO.	300	0.8	27.9	134	54.82	16423	100.00
NEW YORK MAGAZINE	438	1.2	32.1	154	55.43	24254	100.00

+ Adjusted Audience

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Target : SMOKERS 18-44

Pop (000) : 35707

Percent of base: 20.86

Based on TOTAL ADULTS2

Source : 86SIMP0P

Media	Avg Issue Aud (000)	Coverage (%)	Composition (%)	Index	4C Bl CPM	4C Bl Cost	Scale factor
+RUNNER'S WORLD	390	1.1	21.8	105	56.09	21879	162.00
NY TIMES MAGAZINE	622	1.7	17.9	86	56.97	35431	100.00
BOATING	222	0.6	19.1	92	57.41	12740	100.00
SKI	314	0.9	21.9	105	57.68	18083	100.00
BUSINESS WEEK	894	2.5	19.5	94	58.10	51957	100.00
+GOURMET	349	1.0	17.3	83	58.54	20417	82.00
L.A. TIMES MAGAZINE	381	1.1	13.3	64	59.82	22790	100.00
AUDIO	174	0.5	29.4	141	63.89	11130	100.00
+GOLF MAGAZINE	480	1.3	18.5	89	65.57	31490	110.00
CHANGING TIMES	524	1.5	17.9	86	65.86	34500	100.00
COLONIAL HOMES	346	1.0	17.5	84	74.10	25662	100.00
FLYING	195	0.5	19.0	91	75.86	14800	100.00
SCIENTIFIC AMERICAN	346	1.0	19.9	96	76.32	26393	100.00
TOWN & COUNTRY	250	0.7	18.0	86	77.54	19347	100.00
GOLF DIGEST	528	1.5	17.3	83	78.11	41248	100.00
FORTUNE	533	1.5	20.2	97	88.43	47104	100.00
+TRAVEL AND LEISURE	420	1.2	15.8	76	94.35	39630	111.00
FORBES	458	1.3	17.0	82	95.20	43574	100.00
INC.	344	1.0	24.3	117	111.49	38410	100.00
+SUNSET	304	0.9	10.5	50	114.20	34728	90.00

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MW-1

Target : SMOKERS 18-44

Based on TOTAL ADULTS

Pop (000) : 40454  
Percent of base: 23.81

Source : M8586POP

Media	Avg Issue Aud (000)	Coverage (%)	Composition (%)	Index	4C B1 CPM	4C B1 Cost	Scale fa
INSIDE SPORTS	1230	3.0	31.9	134	6.65	8181	100.00
+PENTHOUSE	3771	9.3	42.3	178	6.99	26345	96.00
NATIONAL LAMPOON	1182	2.9	44.7	188	7.35	8690	100.00
4 WHEEL&OFF ROAD	1131	2.8	34.7	146	8.33	9426	100.00
GUNS & AMMO	1719	4.2	36.0	151	9.22	15840	100.00
HUNTING	874	2.2	33.1	139	10.88	9504	100.00
CABLE GUIDE	3507	8.7	29.8	125	11.62	40743	100.00
CAR CRAFT	987	2.4	33.2	139	13.23	13057	100.00
BASS MASTER	972	2.4	38.7	162	16.23	15780	100.00
BRIDES MAGAZINE	1188	2.9	31.8	134	17.07	20278	100.00
GAMES	785	1.9	33.2	140	17.72	13915	100.00
BLACK ENTERPRISE	556	1.4	26.0	109	22.20	12337	100.00
MODERN BRIDE	774	1.9	28.3	119	25.82	19975	100.00
HOMEOWNER	553	1.4	24.5	103	26.88	14850	100.00
ARCHITECTURAL DIGEST	821	2.0	26.6	112	33.88	27811	100.00
MOD PHOTOGRAPHY	992	2.5	28.4	119	40.91	40570	100.00
HOME MAGAZINE	416	1.0	18.3	77	42.00	17456	100.00
THE ATLANTIC	354	0.9	24.4	102	51.15	18098	100.00
TRAVEL/HOLIDAY	225	0.6	15.1	63	67.67	15245	100.00

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RAW MRI Data; Does not reflect appropriate adjustments

Source: <https://www.industrydocuments.ucsf.edu/docs/sf10000>

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15-Sep-87

MAGAZINES	MALE SMK 18-49	FEMALE SMK 18-49	ADULT SMK 18-49	PG.4/CB COST	CPM
TV GUIDE	5653	6642	12295	68669	5.59
NATL ENQ	2386	3199	5585	33226	5.95
JET	1228	1234	2462	16166	6.57
4WHEEL OFF RD MRI	896	320	1216	9426	7.75
SOAP OP DIG	127	1072	1199	9615	8.02
TRUE STRY	344	1147	1491	12441	8.34
POP HOT ROD	780	95	875	8181	9.35
STAR	1079	2018	3097	29721	9.60
PEOPLE	2444	4230	6674	67835	10.16
CABL GDE	2064	1918	3982	40743	10.23
WOMANS WRLD	143	1103	1246	13900	11.16
INSIDE SPRTS MRI	614	118	732	8181	11.18
COSMO	449	2615	3064	35132	11.47
FAM CIRCLE	587	3590	4177	51010	12.21
US	561	852	1413	17553	12.42
PNTHSE	1789	317	2106	26345	12.51
EBONY	1358	1285	2643	34091	12.90
PLAYBY	2955	651	3606	48395	13.42
GNS AMMO	1042	125	1167	15840	13.57
WOMANS DAY	306	3269	3575	48525	13.57
HUNTING MRI	636	60	696	9504	13.66
OUTDR LIFE	1710	473	2183	29997	13.74
LAD HM JRNL	446	2553	2999	41576	13.86
MCCALLS	360	2945	3305	46522	14.08
CAR CRAFT	869	51	920	13057	14.19
BET HMS GRDNS	865	3450	4315	62777	14.55
CYC WRLD	779	49	828	12776	15.43
ESSENCE	348	740	1088	16942	15.57
REDBOOK	258	2053	2311	36457	15.78
CYCLE	727	156	883	14185	16.06
WOMAN MRI, 10 ISSUES/YR	36	443	479	7701	16.08
SPRTS ILLUST	3594	972	4566	73829	16.17
SPRTS AFLD	827	198	1025	16930	16.52
NWSWK	2604	1747	4351	72844	16.74
TIME	3668	2565	6233	104600	16.78
HOT ROD	1481	166	1647	28704	17.43

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15-Sep-87

MAGAZINES	MALE SMK 18-49	FEMALE SMK 18-49	ADULT SMK 18-49	PG.4/CB COST	CPM
ROLNG STNE	978	770	1748	33137	18.96
LIFE	1756	1239	2995	58293	19.46
GLAMOUR	116	2071	2187	42793	19.57
FLD STREAM	2193	564	2757	54487	19.76
1001 HM IDEAS	345	750	1095	22165	20.24
COUNTRY LIVNG	234	825	1059	21690	20.48
US NWS WRLD REPT	1548	785	2333	47898	20.53
HSE AND GRDN	284	820	1104	22667	20.53
GAMES MRI, BI-MNTHLY	327	243	570	11750	20.61
SPRTNG NWS	684	82	766	15835	20.67
WORKING WOMAN	73	732	805	16748	20.80
VOGUE	125	1286	1411	30787	21.82
SPORT	989	84	1073	24272	22.62
MADEMOISELLE	138	1094	1232	27913	22.66
HARP BAZAAR	111	760	871	20596	23.65
HOMEOWNER MRI	331	293	624	14850	23.80
OMNI	700	192	892	21353	23.94
POP MECH	1343	144	1487	36185	24.33
FAM HANDMN	586	418	1004	24710	24.61
WORKING MOM	47	393	440	10927	24.83
GQ	629	233	862	21425	24.85
NATL LMPOON MRI, BI-MNTHLY	264	82	346	8690	25.12
WASH PST MAG - SUPPLMNT	417	266	683	17195	25.18
SOUTH LIV	503	866	1369	35214	25.72
BON APPT	209	526	735	19066	25.94
BRIDES MRI, BI-MNTHLY	22	739	761	20278	26.65
NEW WOMAN	9	542	551	14750	26.77
SELF	94	913	1007	27787	27.59
MS	26	417	443	12485	28.18
MODERN BRIDE MRI, BI-MNTH	8	691	699	19975	28.58
HSE BEAUTIFUL	124	664	788	23943	30.38
HOME MRI	213	360	573	17456	30.46
PSY TODAY	306	491	797	24312	30.50
BLACK ENTRPSE MRI	235	163	398	12337	31.00
CONSUMERS DIGST	347	196	543	17127	31.54
CAR DRIVER	904	33	937	30318	32.36
BASSMASTER MRI	396	81	477	15780	33.08

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15-Sep-87

MAGAZINES	MALE SMK 18-49	FEMALE SMK 18-49	ADULT SMK 18-49	PG.4/CB COST	CPM
RD TRACK	812	51	863	28703	33.26
ESQUIRE	569	215	784	28479	36.33
CREAT IDEA F LIV	88	371	459	16740	36.47
COUNTRY HOME MRI	270	507	777	28400	36.55
COUNTRY JRNL MRI	136	143	279	10325	37.01
HOME MECH	575	175	750	27762	37.02
MTR BOAT SAIL	196	36	232	8670	37.37
POP PHOTO	431	234	665	25678	38.61
SKIING	344	119	463	18236	39.39
MTR TREND	778	58	836	33436	40.00
POP SCIENCE	682	176	858	34928	40.71
MONEY	963	449	1412	61077	43.26
FOOD A WINE	164	172	336	15079	44.88
GOURMET	182	262	444	20417	45.98
TENNIS	241	145	386	18104	46.90
BOATNG	212	57	269	12740	47.36
NEW YORK	239	239	478	22798	47.69
BUS WEEK	777	312	1089	51957	47.71
LA TMS MAG - SUPPLMNT	324	140	464	22790	49.12
NY TIMES MAG - SUPPLMNT	353	359	712	35431	49.76
AMER PHOTO	243	79	322	16423	51.00
MODERN PHOTO MRI	505	256	761	40570	53.31
STEREO REV	375	22	397	21204	53.41
SKI	237	86	323	18083	55.98
ARCH DIGST MRI	304	182	486	27811	57.22
AUDIO	160	24	184	11130	60.49
DISCVR	267	169	436	27078	62.11
TWN AND COUNTRY	56	242	298	19347	64.92
GOLF	374	111	485	31490	64.93
GOLF DIGST	455	169	624	41248	66.10
FLYING	171	52	223	14800	66.37
TRAVL HOLIDAY MRI	72	145	217	15245	70.25
SCIENTFC AMER - TOBACCO?	270	100	370	26393	71.33
FORTUNE	355	220	575	47104	81.92
FORBES	355	161	516	43574	84.45
TRVL AND LEISR	193	250	443	39630	89.46
INC	239	132	371	38410	103.53
ATLNTC MNTHLY MRI	81	83	164	18098	110.35
COLONIAL HMS - BI-MNTHLY	55	18	73	25662	351.53

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F. EFFICIENCY RANKING COMPARISON

TOP 40 PUBLICATIONS

<u>18-49</u>	<u>18-34</u>	<u>18-24</u>
TV GUIDE	NATIONAL ENQUIRER	4 WHEEL & OFF ROAD
NATIONAL ENQUIRER	TV GUIDE	NATIONAL ENQUIRER
4 WHEEL & OFF ROAD	TRUE STORY	POPULAR HOT RODDING
SOAP OPERA DIGEST	POPULAR HOT RODDING	TV GUIDE
TRUE STORY	SOAP OPERA DIGEST	TRUE STORY
POPULAR HOT RODDING	4 WHEEL & OFF ROAD	SOAP OPERA DIGEST
STAR	STAR	CAR CRAFT
PEOPLE	PEOPLE	STAR
CABLE GUIDE	INSIDE SPORTS	INSIDE SPORTS
WOMAN'S WORLD	COSMOPOLITAN	COSMOPOLITAN
INSIDE SPORTS	PENTHOUSE	PEOPLE
COSMOPOLITAN	CAR CRAFT	CYCLE
FAMILY CIRCLE	CABLE GUIDE	ROLLING STONE
US	US	CYCLE WORLD
PENTHOUSE	PLAYBOY	US
PLAYBOY	WOMAN'S WORLD	PENTHOUSE
WOMAN'S DAY	CYCLE	HOT ROD
HUNTING	CYCLE WORLD	CABLE GUIDE
OUTDOOR LIFE	OUTDOOR LIFE	OUTDOOR LIFE
LADIES' HOME JOURNAL	ROLLING STONE	GLAMOUR
MCCALL'S	HOT ROD	PLAYBOY
CAR CRAFT	FAMILY CIRCLE	HUNTING
BETTER HOMES & GARDENS	LADIES' HOME JOURNAL	WOMAN'S WORLD

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F. EFFICIENCY RANKING COMPARISONTOP 40 PUBLICATIONS

(CONT'D)

<u>18-49</u>	<u>18-34</u>	<u>18-24</u>
CYCLE WORLD	SPORTS AFIELD	MADemoisELLE
REDBOOK	MCCALL'S	GENTLEMAN'S QUARTERL
CYCLE	SPORTS ILLUSTRATED	SPORTS ILLUSTRATED
SPORTS ILLUSTRATED	WOMAN'S DAY	VOGUE
SPORTS AFIELD	GLAMOUR	FAMILY CIRCLE
NEWSWEEK	BETTER HOMES & GARDENS	LADIES' HOME JOURNAL
TIME	NEWSWEEK	MCCALL'S
HOT ROD	REDBOOK	OMNI
ROLLING STONE	TIME	NEWSWEEK
LIFE	OMNI	WOMAN'S DAY
GLAMOUR	FIELD & STREAM	REDBOOK
FIELD & STREAM	MADemoisELLE	HARPER'S BAZAAR***
1001 HOME IDEAS*	GENTLEMAN'S QUARTERLY	SELF***
COUNTRY LIVING*	1001 HOME IDEAS**	SPORTS AFIELD
U.S. NEWS & WORLD REPORT	VOGUE	TIME
HOUSE & GARDEN*	SPORT	FIELD & STREAM
OMNI	SPORTING NEWS	SPORT

\*AGAINST AN 18-49 TARGET, THESE BOOKS WOULD BE ADDED TO THE PLAN

\*\*AGAINST AN 18-34 TARGET, THIS BOOK WOULD BE ADDED

\*\*\*BOOKS ON THE PLAN THAT WOULD NOT BE A PART OF THE PRIMARY LIST WITH  
A BROADER (OLDER) AGE GROUP (NOTE THAT BOTH ARE BOOKS WE WOULD  
CERTAINLY INCLUDE SECONDARILY)

2048679916

Schedule: B

Target: ADULTS 18+

G. DUPLICATION BETWEEN U.S.A. TODAY and SPORTS ILLUSTRATED

Pop (000): 173681

## Media Summary

	Inserts	Avg. Audience (000)	Issue Audience Coverage (%)	CPM (\$)	Cost (\$)	Scale
SPORTS ILLUSTRATED	1	17263	9.94	0.00	0	100.00
USA TODAY	1	5541	3.19	0.00	0	100.00

Total Cost: 0

## Distribution Summary

Frequency Level	Exposed F times	Exposed F times	Exposed F times	Exposed F+ times	Exposed F+ times	Exposed F+ times
F	Number	% of Pop	% Reach	Number	% of Pop	% Reach
0	152012	87.52				
1	20533	11.82	94.76	21669	12.48	100.00
2	1136	0.65	5.24	1136	0.65	5.24

Reach (000):	21669	Gross Imp (000):	22805
Reach (%):	12.48	GRPs:	13.13
CPM-Reach:	0.00	CPM-Gross Imp:	0.00

Average Frequency: 1.05

Source: '87 SMM (C)1987 SMRB

-READERSHIP DUPLICATION BETWEEN THESE TWO PUBLICATIONS IS SLIGHTLY LESS THAN 5%.

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